

**In the Claims**

1. (Currently amended) A method of providing targeted advertising to a group of individuals, the method comprising:

establishing two-way communication with and collecting group data passively from both communication-enabled wireless communication devices and products present in an advertising area;

selecting advertisements to be displayed based on the collected group data only for communication-enabled wireless communication devices and products present in the advertising area at the time of display; and

displaying the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

2. (Previously presented) The method of claim 1, wherein the communication-enabled wireless communication devices comprise at least one of personal digital assistants, mobile telephones, and passive tags.

3. (Original) The method of claim 1, wherein, in the collecting step, the group data is collected using Bluetooth communications techniques.

4. (Previously presented) The method of claim 1, wherein, in the collecting step, the group data comprises information about a group of individuals present in the advertising area.

5. (Previously presented) The method of claim 4, wherein said information comprises at least one of:

demographical information on said group of individuals,  
purchase history information for said group of individuals,  
product preference information for said group of individuals, and  
a number of individuals in said group of individuals.

6. (Previously presented) The method of claim 1, wherein the advertising area comprises at least one of a public place and a public carrier.

7. (Previously presented) The method of claim 1, further comprising:  
pre-storing a plurality of advertisements to be displayed on the electronic display device;  
and wherein the selecting step comprises:  
evaluating the collected group data according to predetermined criteria; and  
selecting advertisements from the plurality of pre-stored advertisements if said predetermined criteria have been satisfied.

8. (Previously presented) The method of claim 7, wherein the selecting step further comprises:  
selecting default advertisements if said predetermined criteria have not been satisfied.

9. (Currently amended) A system for providing targeted advertising to a group of individuals, the system comprising:  
an interface for two-way communication ~~communicating~~ with a plurality of both communication-enabled wireless communication devices and products present in an advertising area;  
a data collector for collecting group data passively from the communication-enabled wireless communication devices and products through the interface;  
an advertisement selector for selecting advertisements to be displayed based on the collected group data only for communication-enabled wireless communication devices and products present in the advertising area at the time of display; and  
a display device for displaying the selected advertisements in the advertising area to provide targeted advertising.

10. (Previously presented) The system of claim 9, wherein the communication-enabled wireless communication devices comprise at least one of personal digital assistants, mobile telephones, and passive tags.

11. (Previously presented) The system of claim 9, wherein the interface and the plurality of communication-enabled wireless communications devices communicate with each other using Bluetooth communications techniques.

12. (Previously presented) The system of claim 9, wherein the group data comprises information about a group of individuals present in the advertising area.

13. (Previously presented) The system of claim 12, wherein said information comprises at least one of:

- demographical information on said group of individuals,
- purchase history information for said group of individuals,
- product preference information for said group of individuals, and
- a number of individuals in said group of individuals.

14. (Previously presented) The system of claim 9, wherein the advertising area comprises at least one of a public place and a public carrier, and the interface and the display device are located in said advertising area.

15. (Previously presented) The system of claim 14, wherein the data collector and the advertisement selector are located remote from the display device.

16. (Original) The system of claim 9, further comprising:  
a database, coupled with the advertisement selector, for pre-storing a plurality of advertisements to be displayed on the display device.

17. (Original) The system of claim 16, wherein the advertisement selector evaluates the collected group data according to predetermined criteria, selects advertisements from the plurality of pre-stored advertisements if said predetermined criteria have been satisfied, and selects default advertisements if said predetermined criteria have not been satisfied.

18. (Currently amended) A computer program product for providing targeted advertising to a group of individuals, the computer program product comprising a computer readable medium having computer readable program code embodied therewith, the computer readable medium comprising:

computer-readable program code configured to establish two-way communication with and collect group data passively from both communication-enabled wireless communication devices and products present in an advertising area;

computer-readable program code configured to select advertisements to be displayed based on the collected group data for communication-enabled wireless communication devices present in the advertising area at the time of display; and

computer-readable program code configured to display the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

19. (Previously presented) The computer program product of claim 18, wherein the communication-enabled wireless communication devices comprise at least one of personal digital assistants, mobile telephones, and passive tags.

20. (Original) The computer program product of claim 18, wherein the group data is collected using Bluetooth communications techniques.

21. (Previously presented) The computer program product of claim 18, wherein the group data comprises information about a group of individuals present in the advertising area.

22. (Previously presented) The computer program product of claim 21, wherein said information comprises at least one of:

demographical information on said group of individuals,  
purchase history information for said group of individuals,  
product preference information for said group of individuals, and  
a number of individuals in said group of individuals.

23. (Previously presented) The computer program product of claim 18, wherein the computer-readable program code configured to select the advertisements comprises computer-readable program code configured to evaluate the collected group data according to predetermined criteria, computer-readable program code configured to select advertisements from a plurality of pre-stored advertisements if said predetermined criteria have been satisfied, and computer-readable program code configured to select default advertisements if said predetermined criteria have not been satisfied.

24. (Previously presented) The method of claim 1, wherein the products comprise passive tags.

25. (Previously presented) The system of claim 9 wherein the products comprise passive tags.

26. (Previously presented) The computer program product of claim 18 wherein the products comprise passive tags.